

SECTION I:
FY2009 GOALS AND OBJECTIVES
and
FY2008 GOALS AND OBJECTIVES PROGRESS REPORT

FFY 2009 WIC GOALS AND OBJECTIVES

VENDOR MANAGEMENT

GOAL 1: TO DETECT, CONTROL AND MINIMIZE IMPROPER RETAILERS PRACTICES AND IMPROVE PROGRAM REVIEW.

OBJECTIVE 1.1

By September 30, 2009, continue to review procedures that are being utilized in identification of high-risk retailers to assure accurate data.

ACTIVITIES:

- 1) Re-evaluate Peer Group System and make changes identified through evaluation to assure compliance with cost containment measures and equality among vendors.
- 2) Evaluate and make changes to the current sanction and penalty point system and the high-risk performance indicators
- 3) Continue to complete buys throughout contract period to assure compliance with stocking requirements..

OBJECTIVE 1.2

By September 30, 2009, continue to enhance the integrity of the food delivery component to assure proper procedures and new foods information.

ACTIVITIES:

- 1) Continue training retailers on policies and procedures, including awareness of misuse; trends; and all program policy updates or changes pertaining to retailers through Retailer Notes, education buys, compliance buys and on-site training sessions.
- 2) Work with bank (First Premier) to assure most efficient means for check redemption. Reduce the number of returned checks and monitor bank process.
- 3) Develop several surveys to assist with new food package implementation process.

NUTRITION SERVICES

GOAL 2: TO EXPAND AND IMPROVE THE QUALITY OF NUTRITION EDUCATION TO MEET THE SPECIFIC NUTRITIONAL NEEDS OF INDIVIDUAL PARTICIPANTS AND SPECIAL POPULATIONS.

OBJECTIVE 2.1

By September 30, 2009, continue to enhance efforts to expand, promote and support breastfeeding.

ACTIVITIES:

- 1) Continue to utilize breastfeeding data sources to analyze South Dakota's breastfeeding rates for ever breastfed infant and infants that are breastfed until 6 and 12 months of age, sources include: a) national indicator of total breastfeeding women to total infants on the WIC Program; b) PedNSS data; c) Perinatal Risk Survey; d) newborn screening data; e) national immunization survey; and f) breastfeeding data on ICDS.
- 2) Increase from the current 56.5% to at least 57% the number of mothers enrolled in WIC who have ever breastfed their infants per PedNSS data. Increase from the current 17.9% to at least 20% the number of infants enrolled in WIC who continue to be breastfed until they are 6 months old per PedNSS data. Increase from the current 9.9% to at least 10% the number of infants enrolled in WIC who continue to be breastfed infants until they are 12 months of age per PedNSS data.
- 3) Continue to work with Growing Up Together and the Breastfeeding Peer Counseling Program in SD in 4 sites to increase the number of infants breastfed and duration of breastfeeding.
- 4) Provide breastfeeding training to staff on an annual basis.
- 5) Meet breastfeeding target amount provided by the regional office for dollars associated with breastfeeding support and promotion.

OBJECTIVE 2.2

By September 30, 2009, strengthen the effectiveness of the special formula process.

ACTIVITIES:

- 1) Continue to evaluate the changes in the special formula approval process and the efforts to transition infants from special formula to contract formula.
- 2) Monitor the Approved Formulas for the South Dakota WIC Program for appropriate types of formulas that are available to the WIC population.

OBJECTIVE 2.3

By September 30, 2009, enhance efforts and assure provision of information and referral procedures for alcohol, drugs and other harmful substances to the Local Agencies.

ACTIVITIES:

- 1) Update the alcohol and drug self-study module and make available in WIC Electronic Manual.
- 2) Continue to coordinate tobacco prevention and cessation training and promotion with the DOH tobacco program and other programs in the Department to decrease from the 7% number of women enrolled in WIC who smoked while pregnant to 6%.
- 3) Coordinate efforts with Department of Human Services to implement the Fetal Alcohol Spectrum Disorders Prevention grant to screen pregnant women in WIC for alcohol use and provide intervention education/counseling.

OBJECTIVE 2.4

By September 30, 2009, enhance efforts in WIC to address obesity and reduce the amount of inappropriate feeding practices of infants and children.

ACTIVITIES:

- 1) Reduce the number of children over age two enrolled in WIC with a BMI over the 95th percentile per 2006 PedNSS data to 14% from current 14.6%.

- 2) Continue coordination with the State Healthy Weight Interagency Workgroup
- 3) Strengthen our emphasis on physical activity during nutrition education contacts and with nutrition education plan messages and handouts.
- 4) Monitor the number of infants and children receiving the risk codes for inappropriate feeding practices.
- 5) Evaluate the need for new nutrition education materials, education tools, and staff training based on new assessment questions on physical activity, TV time, and more comprehensive questions on feeding relationship.

OBJECTIVE 2.5

By September 30, 2009, analyze the progress of the SD WIC program in adopting the Nutrition Standards.

ACTIVITIES:

- 1) Continue to evaluate high-risk counseling, and care plan documentation process with Nutrition Staff.

OBJECTIVE 2.6

By September 30, 2009, evaluate implementation of VENA Nutrition and Health Assessment format and updated policies.

ACTIVITIES:

- 1) Evaluate during Management Evaluations including site visits, chart reviews and observations.
- 2) Evaluate understanding of policy and format through staff training needs assessment.

OBJECTIVE 2.7

By September 30, 2009, evaluate the statewide Nutrition Education and Marketing Plan.

ACTIVITIES:

- 1) Continue to evaluate the effectiveness of the statewide Nutrition Education and Marketing Plan through the Management Evaluation Process, review of statewide needs assessment, and review of the annual Local Agency Evaluation.
- 2) Continue to utilize participant input to evaluate effectiveness of supplemental nutrition message delivery process.

OBJECTIVE 2.8

By September 30, 2009 evaluate WIC's SNAP (State Nutrition Action Plan) objectives in coordination with other South Dakota USDA programs.

ACTIVITIES

- 1) Evaluate the progress of WIC in all areas of SNAP plan objectives by reviewing goals and measuring progress.
- 2) Participate in annual SD SNAP conference calls and quarterly email updates of progress.

MANAGEMENT INFORMATION SERVICES

GOAL 3: TO ENSURE APPROPRIATE MANAGEMENT INFORMATION SYSTEMS ARE IN PLACE FOR COLLECTION AND REPORTING OF DATA AND PROGRAM OPERATIONS TO SATISFY FEDERAL REPORTING REQUIREMENTS, TO IMPROVE THE ADMINISTRATION OF THE PROGRAM AT BOTH THE STATE AND LOCAL LEVEL AND TO INCREASE THE OPERATIONAL EFFICIENCY OF THE PROGRAM.

OBJECTIVE 3.1

By September 30, 2009, Begin process to implement a new management information system in the State of South Dakota..

ACTIVITIES:

- 1) Complete the RFP process and hire a project coordinator.
- 2) Work with Project Coordinator to develop required documentation to move forward with the transfer of a SAM Module.
- 3) Complete enhancements to implement new food package rule on existing MIS System.

STAFFING AND ORGANIZATION

GOAL 4: TO ASSURE A FUNCTIONAL ORGANIZATION AND ADEQUATE RESOURCES TO CARRYOUT PROGRAM OPERATIONS AND DELIVER SERVICES TO THE WIC POPULATION.

OBJECTIVE 4.1

By September 30, 2009, review the current make-up of WIC, how services are delivered through the Local Agencies and Community Health Services.

ACTIVITIES:

- 1) Continue to coordinate with the Office of Community Health Services to meet multiple program needs to deliver WIC services and meet staffing standards with involvement of nutrition staff in all aspects of WIC.
- 2) Review Local Agency caseload information and time spent providing services to participants for most efficient delivery system.
- 3) Assess cost efficiencies and participation rates in all of the small satellite clinic sites.

STATE OFFICE AND LOCAL AGENCY STAFF TRAINING

GOAL 5: TO ENSURE COMPREHENSIVE TRAINING AVAILABILITY FOR ALL STAFF ASSOCIATED WITH THE DELIVERY OF WIC SERVICES.

Objective 5.1

By September 30, 2009, continue to improve methods and availability of training curriculum and resources. Utilize technology to improve accessibility of training, including training from outside

sources.

ACTIVITIES:

- 1) Continue to develop and provide orientation and continuing training curriculum on WIC Electronic Manual, and provide web-based links for continuing training opportunities.
- 2) **Continue annual or bi-annual** new staff orientation training from the State Office Staff.
- 3) Continue to provide opportunity to utilize web-based/distance learning training for continuing education for WIC staff and retailers.

Objective 5.2

By September 30, 2009, strengthen the techniques used for delivery of nutrition education to meet the participant needs.

ACTIVITIES:

- 1) Continue coordination with other DOH programs to fund, develop and distribute nutrition education materials.
- 2) **Develop and/or update materials to support implementation of new food package**
- 3) Research, apply and provide training for new methods of delivery of nutrition education and counseling techniques.
- 4) Provide nursing and nutrition staff training on the use of updated nutrition education materials, and appropriate counseling techniques to further involve WIC participants as active partners in WIC assessment and care plan development.
- 5) Continue to consider various cultures within South Dakota including, but not limited to migrant farm workers and their families, Native Americans, and homeless persons in the development of education materials and counseling techniques.

OBJECTIVE 5.3

By September 30, 2009, provide WIC Program policy updates & training to Local Agency Staff.

ACTIVITIES:

- 1) **Develop curriculum to train staff on new policies and education practices that will go along with new food package implementation.**
- 2) Continue "WIC TALKS" communication bimonthly to the Local Agencies including Nutrition Notables section.
- 3) Continue to develop and implement web-based electronic WIC Policy and Procedure manual.
- 4) Utilize Management Evaluation Findings Summary to determine training needs.
- 5) Research efficient training and policy update methods.
- 6) Coordinate **all** staff policy update trainings **bi-annually** for Local Agency Staff.
- 7) Continue nutrition staff bimonthly calls and annual training for policy and nutrition updates.

OBJECTIVE 5.4

By September 30, 2009, enhance staff awareness of Civil Rights rules and regulations.

ACTIVITIES:

- 1) Continue annual Civil Rights training for all staff and evaluate staff understanding and adherence of Civil Rights policies in conjunction with Management Evaluations and through the self-assessment process.

NUTRITION SERVICES AND ADMINISTRATION EXPENDITURES**GOAL 6: TO MAINTAIN INTEGRITY IN MANAGEMENT OF ADMIN AND NUTRITION SERVICES FUNDS AND ALLOCATION OF WIC RESOURCES.****OBJECTIVE 6.1**

By September 30, 2009, continue to assure that the method of allocation of WIC resources are in compliance with federal reporting and applicable to principles of cost allocations.

ACTIVITIES:

- 1) Continue to monitor and assure appropriate costs are charged to the WIC grant and that program costs are fairly shared in integrated systems.
- 2) Continue to work with Office of Community Health Services to review and monitor time study data for sound, effective, and appropriate management practices through the management evaluation process.

OBJECTIVE 6.2

By September 30, 2009, continue pursuing additional cost saving measures and monitoring current measures.

ACTIVITIES:

- 1) Continue to monitor current cost-savings measures and analyze for effectiveness.
- 2) Continue to assess cost saving measures of NSA funds.
- 3) Review county clerical contract agreements.

FOOD FUNDS MANAGEMENT**GOAL 7: TO MAINTAIN INTEGRITY OF MANAGEMENT OF FOOD FUNDS WITHIN BUDGET ALLOTMENTS AND TO ENHANCE QUALITY ASSURANCE AND COMPLIANCE OF POLICIES IN THE FOOD DELIVERY COMPONENT THROUGH PROPER ADMINISTRATION OVERSIGHT AND EDUCATION TO STAFF AND PARTICIPANTS AND RETAILERS.****OBJECTIVE 7.1**

By September 30, 2009, utilize the computer system to efficiently monitor food packages costs for use in the selection of acceptable foods.

ACTIVITIES:

- 1) Continue to track specified food costs and expenditures through retailer price lists, cost per participant, projections, etc. in determining caseload management with food funds to allow for food package management and changes as necessary.
- 2) Continue to gather data for more accurate review and analysis of cost and availability of WIC acceptable foods using system output reports and retailer surveys.
- 3) Make price list entry and updates on-line entry with the new Food Package regulations.

OBJECTIVE 7.2

By September 30, 2009, continue to monitor accountability and efficient means of food instrument issuance.

ACTIVITIES:

- 1) Continue to look for ways to improve or develop system output reports to ensure 100% accountability of all issued food instruments and special formula.
- 2) Review and improve criteria used to detect potential dual participation within Local Agencies.

CASELOAD MANAGEMENT

GOAL 8: TO ENSURE PROGRAM BENEFITS ARE PROVIDED TO ELIGIBLE PERSONS MOST IN NEED.

OBJECTIVE 8.1

By September 30, 2009, Review current strategies for caseload management.

ACTIVITIES:

- 1) Utilize data collected from Management Evaluations and Nutrition Education and Marketing Plans to determine individual county needs for outreach and for more efficient and effective case management practices.
- 2) Review with Community Health Services current strategies used to determine staffing and caseload increase/decrease and time intervals reviewed.

OBJECTIVE 8.2

By September 30, 2009, enhance outreach policy in an attempt to reach pregnant women early in their pregnancy and migrant farmworkers.

ACTIVITIES:

- 1) Continue to disseminate, on the State level, WIC flyers to Food Stamps, TANF, CHIP, Medicaid recipients, migrants, higher education, technology schools & other DOH Programs.
- 2) Continue to market WIC on the Local Agency level, utilizing the Local Agency and State Needs Assessments developed annually for the Nutrition Education and Marketing Plans.
- 3) Continue to use emotion based posters specific to women, infants and children to disseminate on the Local Agency level marketing the WIC Program.

- 4) Utilize DOH website for marketing the WIC Program and allowing for easily accessible information.

ELIGIBILITY/CERTIFICATION AND COORDINATION OF SERVICES

GOAL 9: TO ASSURE DETERMINATION OF ELIGIBILITY AND PROVISION OF BENEFITS ARE DELIVERED EFFICIENTLY, APPROPRIATELY, AND CONVENIENTLY TO THE PARTICIPANT AND TO ENHANCE COORDINATION OF ACTIVITIES WITH OTHER HEALTH SERVICES.

OBJECTIVE 9.1

By September 30, 2009, continue coordination and collaboration with other community-based health services and State/Federal agencies.

ACTIVITIES:

- 1) Continue to coordinate with the DOH Immunization program, Disease Prevention, and Medicaid/CHIP program to maintain or improve referrals between programs and for the health protection of the participants served.
- 2) Continue referral and eligibility coordination with Maternal and Child Health, Bright Start, Baby Care, Children's Special Health Services, Newborn Metabolic Program, Family Planning and Headstart/Early Headstart. Continue to coordinate joint projects when possible.

OBJECTIVE 9.2

By September 30, 2009, continue collaborative efforts between the Tribal Indian WIC Agencies, the six bordering states, and the SD WIC program.

ACTIVITIES:

- 1) Continue collaborative efforts in sharing information to detect and prevent dual participation.
- 2) Continue ongoing networking between these entities to enhance services to citizens of the state in overlapping areas that may include working together on special projects including WIC, ITO, and bordering states.
- 3) Continue to collaborate jointly on policies and procedures and implementation of new federal regulations.

OBJECTIVE 9.3

By September 30, 2009, continue to utilize/update current program misuse policies to ensure program integrity.

ACTIVITIES:

- 1) Revise misuse violations policy to incorporate changes in banking and MIS changes to clarify and make easier the reporting of misuse by Local Agency staff.
- 2) Continue to summarize the frequency and types of misuse being reported to decrease misuse.
- 3) Continue to educate participants, staff & retailers regarding requirements of the program to deter fraud & abuse.

FFY 2008 WIC GOALS AND OBJECTIVES PROGRESS REPORT

VENDOR MANAGEMENT

GOAL 1: TO DETECT, CONTROL AND MINIMIZE IMPROPER RETAILERS PRACTICES AND IMPROVE PROGRAM REVIEW.

OBJECTIVE 1.1

By September 30, 2008, continue to review new procedures that are being utilized in identification of high-risk retailers to assure accurate data.

ACTIVITIES:

- 1) Re-evaluate Peer Group System and make changes identified through evaluation to assure compliance with cost containment measures and equality among vendors.
Progress - Completed this process.
- 2) Evaluate and make changes to the current sanction and penalty point system and the high-risk performance indicators implemented in 2006.
Progress – Ongoing we are in the process of this review – we will continue throughout the next year.

OBJECTIVE 1.2

By September 30, 2008, continue to enhance the integrity of the food delivery component to assure proper procedures and new foods information.

ACTIVITIES:

- 1) Develop retailer specific training based on the trend information gathered from ICDS.
Progress – ongoing we are in the process of this – will continue this activity throughout next year.
- 2) Make the training module for retailers that allow retailers to train new store personnel at point of hire available on CD and through the website.
Progress - Completed.
- 3) Continue training retailers on policies and procedures, awareness of what types of misuse, trends and new program misuse policies through retailer notes, education buys, compliance buys and on-site training sessions.
Progress – ongoing we are in the process – will continue this activity throughout the next year.
- 4) Continue to provide Local Agency staff Retailer Notes identifying problem areas with retailers and providing education regarding retailer management.
Progress - Completed this activity.

NUTRITION SERVICES

GOAL 2: TO EXPAND AND IMPROVE THE QUALITY OF NUTRITION EDUCATION TO MEET THE SPECIFIC NUTRITIONAL NEEDS OF INDIVIDUAL PARTICIPANTS AND SPECIAL POPULATIONS.

OBJECTIVE 2.1

By September 30, 2008, continue to enhance efforts to expand, promote and support breastfeeding.

ACTIVITIES:

- 1) Continue to utilize breastfeeding data sources to analyze South Dakota's breastfeeding rates for ever breastfed infant and infants that are breastfed until 6 and 12 months of age, sources include: a) national indicator of total breastfeeding women to total infants on the WIC Program; b) PedNSS data; c) Perinatal Risk Survey; d) newborn screening data; e) national immunization survey; and f) breastfeeding data on ICDS.
- 2) Increase from the current 57.6% to at least 58.5% the number of mothers enrolled in WIC who have ever breastfed their infants per PedNSS data. Increase from the current 21.7% to at least 22.5%, the number of infants enrolled in WIC who continue to be breastfed until they are 6 months old per PedNSS data. Increase from the current 11.5% to at least 12.0% the number of infants enrolled in WIC who continue to be breastfed infants until they are 12 months of age per PedNSS data.
Update: Everbreastfed data from 2006- 56.5%, Breastfed at 6 months 2006- 17.9% Breastfeed at 12 months 2006-9.9%
- 3) Update the breastfeeding self-study module including information on breastfeeding and HIV. Make training module available on website and electronic WIC manual.
Progress: Ongoing. Breastfeeding self-study manual has been updated and is now available on the electronic WIC manual
- 4) Continue to work with Growing Up Together and the Breastfeeding Peer Counseling Program in SD in 4 sites to increase the number of infants breastfed.
Progress Ongoing
- 5) Provide breastfeeding training to staff on an annual basis.
Breastfeeding Training planned for WIC All Staff Training July 16th, 2008 for all Health Professionals.
- 6) Meet breastfeeding target amount provided by the regional office for dollars associated with breastfeeding support and promotion.
We exceeding the amount established by the regional office.

OBJECTIVE 2.2

By September 30, 2008, strengthen the effectiveness of special formula process.

ACTIVITIES:

- 1) Continue to evaluate the changes in the special formula approval process and the efforts to transition infants from special formula to contract formula.
Progress: Special formula issuance continues to be tracked each month and monitored during Management Evaluations.
- 2) Monitor the Approved Formulas for the South Dakota WIC Program for appropriate types of formulas that are available to the WIC population.
Progress: Ongoing

- 3) Continue to enhance the electronic system for tracking direct issued formula.
Electronic System has been developed and enhanced to track all direct issued formulas including those that are transferred. No paper tracking system is needed now.

OBJECTIVE 2.3

By September 30, 2008, enhance efforts and assure provision of information and referral procedures for alcohol, drugs and other harmful substances to the Local Agencies.

ACTIVITIES:

- 1) Update the alcohol and drug self-study module and make available in WIC Electronic Manual.
Progress: Ongoing- self-study module is in the process of being updated.
- 2) Continue to coordinate tobacco prevention and cessation training and promotion with the DOH tobacco program and other programs in the Department to decrease from the 15% number of women enrolled in WIC who smoked while pregnant to 14%.
Progress: The DOH tobacco program has installed televisions in many Local Agencies that play smoking cessation messages in the waiting rooms. WIC staff continue to educate participants using tobacco materials, cessation kits, and referring participants to the SD Quitline for assistance with smoking cessation. Smoking percentage for the WIC women who smoked during pregnant is 21% based on 2007 data.

OBJECTIVE 2.4

By September 30, 2008, enhance efforts in WIC to address obesity and reduce the amount of inappropriate feeding practices of infants and children.

ACTIVITIES:

- 1) Reduce the number of children over age two enrolled in WIC with a BMI over the 95th percentile per 2005 PedNSS data to 13% from current 13.9%.
- 2) Evaluate coordination and progress with State SNAP plan objectives.
- 3) Continue coordination with the State Healthy Weight Interagency Workgroup
- 4) Strengthen our emphasis on physical activity during nutrition education contacts and with nutrition education plan messages and handouts.
- 5) Monitor the number of infants and children receiving the risk codes for inappropriate feeding practices. Determine baseline percentage for inappropriate feeding practices for infants and children due to upcoming risk revision 8 changes, as data will not be comparable to previous data.
- 6) Evaluate need for new nutrition education materials, education tools, and staff training based on new assessment questions on physical activity, TV time, and more comprehensive questions on feeding relationship.

Progress: Ongoing. PedNSS data for children in WIC with BMI over 95th percentile has remained static at 13.9% for 2006 data.

SNAP group holds teleconferences at least bi-annually to review objectives and coordinate efforts where possible.

As part of the VENA process staff now routinely ask all participants about activity level and screen time. The WIC bimonthly newsletter also includes information on physical activity, healthy weight and decreasing screen time to support education given during WIC nutrition education contacts.

Inappropriate feeding practices for infants and children will be assessed at Nutrition Education Plan meeting in May and June 2008 to determine baseline goal for 2009 and to determine education and staff training needs in these areas.

OBJECTIVE 2.5

By September 30, 2008, analyze the progress of the SD WIC program in adopting the Nutrition Standards.

ACTIVITIES:

- 1) Continue to develop comprehensive orientation training and self-study modules and provide training opportunities for the areas of counseling, infant, maternal and general nutrition.
Progress: Orientation and on-going training policies have been strengthened and updated including the use of new WIC Learning Online modules for infant feeding and adding a module from Bright Futures for Child Nutrition and Oral Health. Adding training guides for all staff categories and updating orientation flow sheets. Breastfeeding training modules for all categories have been updated including adding the WIC online module for Breastfeeding Support into the training curriculum. Training for maternal and general nutrition was provided through University of Minnesota Maternal Intensive Nutrition course using video stream. Training CD's for Perinatal and Pediatric Nutrition have been purchased and will be utilized in 2008 for providing maternal and general nutrition information.
- 2) Continue to evaluate high-risk counseling, and care plan documentation process with Nutrition Staff.
Progress: Ongoing. High risk counseling is tracked using Nutrition Staff Statistic Reporting and through management evaluation, chart reviews and quality assurance reviews.

OBJECTIVE 2.6

By September 30, 2008, evaluate implementation of VENA Nutrition and Health Assessment format and updated policies.

ACTIVITIES:

- 1) Evaluate during Management Evaluations including site visits, chart reviews and observations.
Progress: Ongoing. The VENA process is observed and discussed at all site visits, chart reviews and observations.
- 2) Evaluate understanding of policy and format through staff training needs assessment. A training needs assessment was conducted in February 2008 to determine staff needs for policy updates for July 2008 WIC All Staff Training. A VENA Committee made up of State Office and Local Agency Staff continue to meet and discuss Local Agencies use of the new VENA assessment forms. WIC Talks, a bimonthly policy update tool has been a medium used to address any questions on the VENA process as well as State assistance through email and telephone contact.

OBJECTIVE 2.7

By September 30, 2008, evaluate the statewide Nutrition Education and Marketing Plan.

ACTIVITIES:

- 1) Continue to evaluate the effectiveness of the statewide Nutrition Education and Marketing Plan through the Management Evaluation Process, review of statewide needs assessment, and review of the annual Local Agency Evaluation.
Progress- Ongoing. The Nutrition Education and Marketing Plan Committee continues to meet twice each year to review the Statewide needs assessment and to develop education materials based on these determined needs. Local Agencies plans are reviewed annually as they are submitted into the State Office and during Management Evaluations.
- 2) Continue to utilize participant input to evaluate effectiveness of supplemental nutrition message delivery process.
Progress-Ongoing. The Participant Survey is utilized each year to evaluate participant's needs and their perceived effectiveness of nutrition education messages and materials. As part of the Nutrition Education and Marketing Plans, Local Agencies are asked to document bimonthly any responses from participant on the Nutrition Education and Marketing materials to determine needs for next year.

OBJECTIVE 2.8

By September 30, 2008 evaluate WIC's SNAP (State Nutrition Action Plan) objectives in coordination with other South Dakota USDA programs.

ACTIVITIES

- 1) Evaluate the progress of WIC in all areas of SNAP plan objectives by reviewing goals and measuring progress.
Progress- Ongoing. SNAP plan objectives are reviewed during annual SD SNAP calls.
- 2) Participate in annual SD SNAP conference calls and quarterly email updates of progress.
Progress: Ongoing. The Nutrition Coordinator continues to participant in annual SD SNAP conference calls and quarterly emails updates.

MANAGEMENT INFORMATION SERVICES

GOAL 3: TO ENSURE APPROPRIATE MANAGEMENT INFORMATION SYSTEMS ARE IN PLACE FOR COLLECTION AND REPORTING OF DATA AND PROGRAM OPERATIONS TO SATISFY FEDERAL REPORTING REQUIREMENTS, TO IMPROVE THE ADMINISTRATION OF THE PROGRAM AT BOTH THE STATE AND LOCAL LEVEL AND TO INCREASE THE OPERATIONAL EFFICIENCY OF THE PROGRAM.

OBJECTIVE 3.1

By September 30, 2008, Complete RFP for Project Coordinator to assist in the implementation of a new MIS system.

ACTIVITIES:

- 1) Complete and receive required documentation to implement a new MIS system in South Dakota. Preferably a SAM model transfer.

Progress – Ongoing – completed RFP and were ready to hire then had problems with the contract language. Still awaiting response from Department to move ahead or go back to RFP process.

STAFFING AND ORGANIZATION

GOAL 4: TO ASSURE A FUNCTIONAL ORGANIZATION AND ADEQUATE RESOURCES TO CARRYOUT PROGRAM OPERATIONS AND DELIVER SERVICES TO THE WIC POPULATION.

OBJECTIVE 4.1

By September 30, 2008, review the current make-up of WIC, how services are delivered through the Local Agencies and Community Health Services.

ACTIVITIES:

- 1) Continue to coordinate with the Office of Community Health Services to meet multi-program needs to deliver WIC services and meet staffing standards with involvement of nutrition staff in all aspects of WIC.
Progress - Ongoing
- 2) Review Local Agency caseload information and time spent providing services to participants for most efficient delivery system.
Progress - Ongoing
- 3) Assess cost efficiencies and participation rates in all of the small satellite clinic sites.
Progress – Ongoing have done some proposals that are currently in review.
- 4) Review current staffing ratios to determine validity of time frames.
Progress – Ongoing – we have made changes to the county clerical contracts that has changed the way in which payment is made that does not reflect the strict staffing ratios currently in place. Recently the Department went to a new time study system and we are in the process of evaluating this process to determine how it will affect staffing in the Local Agencies.

STATE OFFICE AND LOCAL AGENCY STAFF TRAINING

GOAL 5: TO ENSURE COMPREHENSIVE TRAINING AVAILABILITY FOR ALL STAFF ASSOCIATED WITH THE DELIVERY OF WIC SERVICES.

Objective 5.1

By September 30, 2008, improve methods and availability of training curriculum and resources. Utilize technology to improve accessibility of training, including training from outside sources.

ACTIVITIES:

- 1) Continue to develop and provide orientation and continuing training curriculum on WIC Electronic Manual, and provide web-based links for continuing training opportunities. Begin at least annually new staff orientation training from the State Office Staff.

Progress: Completed first New Staff Orientation Training on January 15, 2008. Another orientation training has been scheduled for August 2008. The orientation and training

curriculum has been updated and added to the WIC Electronic Manual which includes web-based links to WIC Works Learning Online.

- 2) Continue to provide opportunity to utilize web-based/distance learning training for continuing education for WIC staff and retailers.

Progress: Staff are notified when web-based trainings are available such as Promoting Safe Food Practices During Pregnancy from Colorado State. Training for maternal and general nutrition was provided through University of Minnesota Maternal Intensive Nutrition course using video stream in the fall of 2007. Training CD's for Perinatal and Pediatric Nutrition have been purchased and will be utilized in 2008 for providing maternal and general nutrition information.

Objective 5.2

By September 30, 2008, strengthen the techniques used for delivery of nutrition education to meet the participant needs.

ACTIVITIES:

- 1) Continue to coordinate efforts to develop education materials based on recommendations from the 2005 Dietary Guidelines and the new food guidance system for Local Agency staff to use with WIC participants based on individual needs.

Progress: Ongoing. All appropriate materials have been updated to support the 2005 Dietary Guidelines.

- 2) Continue coordination with other DOH programs to fund, develop and distribute nutrition education materials.

Progress: Ongoing. Coordination continues with other Department of Health Programs to develop, print and purchase materials. Coordination with Office of Health Promotion continues to provide Local Agencies with posters for National Fruit and Vegetable Month.

- 3) Research, apply and provide training for new methods of delivery of nutrition education and counseling techniques. '

- 4) Provide nursing and nutrition staff training on the use of updated nutrition education materials, and appropriate counseling techniques to further involve WIC participants as active partners in WIC assessment and care plan development.

Progress: Ongoing. Research for other methods for the delivery of nutrition education continues as new methods are tried. One of the largest Local Agencies in South Dakota has been doing group counseling, including incorporating methods of facilitated group counseling. Other Local Agencies have been considering group counseling. Policy was added to address group counseling and facilitated group discussion in October 2007. Emotion-based messages are also being implemented as part of supplemental nutrition education materials development. Counseling training is being offered at July 2008 WIC All Staff Training that will emphasize emotion and participant based methods. As part of the development of VENA – Nutrition Counseling and Assessment tools were developed for each category to assist Health Professionals with assessment and counseling techniques. Counseling techniques and materials use training occurred with VENA training in September 2007 to assist staff in using a more participatory approach during assessment and counseling. An inventory list of updated nutrition education materials is maintained to assist staff with using updated materials.

- 5) Continue to consider various cultures within South Dakota including, but not limited to migrant farm workers and their families, Native Americans, and homeless persons in the development of education materials and counseling techniques.
Progress: Ongoing- Two commonly used handouts have been translated into Spanish to better serve our growing Hispanic population. Native American training was provided by the Department of Health that WIC Health Professionals attended in 2007. Working with multicultural participants was addressed in the VENA training in September 2007 with all staff.

OBJECTIVE 5.3

By September 30, 2008, provide WIC Program policy updates & training to Local Agency Staff.

ACTIVITIES:

- 1) Begin development of new Training Needs Assessment. .
Progress- a training needs assessment was done in February 2008 to assess the training and policy update needs of WIC staff for the scheduled All Staff Training in July 2008.
- 2) Continue "WIC TALKS" communication bimonthly to the Local Agencies including Nutrition Notables section. '
Progress: Ongoing
- 3) Continue to develop and implement web-based electronic WIC Policy and Procedure manual. Ongoing. We continue to add more policies and procedures to the electronic manual.
- 4) Utilize Management Evaluation Findings Summary to determine training needs.
Progress: Ongoing. Management Evaluation findings continue to be used to determine training needs and at least one topic is covered in each bimonthly WIC Talks that is sent out to staff.
- 5) Research efficient training and policy update methods.
Progress: Ongoing
- 6) Coordinate staff policy update trainings as needed for Local Agency Staff.
Progress: Ongoing- The first WIC All Staff Training is scheduled for July 2008 to address new policy updates. State office continues "WIC TALKS" communication bimonthly to the Local Agencies.
Continue nutrition staff bimonthly calls and annual training for policy and nutrition updates.
Progress: Ongoing- calls and annual nutrition training continue to occur.

OBJECTIVE 5.4

By September 30, 2008, enhance staff awareness of Civil Rights rules and regulations.

ACTIVITIES:

- 1) Continue annual Civil Rights training for all staff and evaluate staff understanding and adherence of Civil Rights policies in conjunction with Management Evaluations and through the self-assessment process.
Progress Ongoing. – We continue to do annual Civil Rights Training through a document that is developed and sent to Local Agency staff. An activity is completed, each WIC staff person sends into State Office and is kept on file electronically. During Office Site visit of the Management Evaluations, Local Agency staff are asked to define what civil rights, fair hearing request and general complaint is.

NUTRITION SERVICES AND ADMINISTRATION EXPENDITURES

GOAL 6: TO MAINTAIN INTEGRITY IN MANAGEMENT OF ADMIN AND NUTRITION SERVICES FUNDS AND ALLOCATION OF WIC RESOURCES.

OBJECTIVE 6.1

By September 30, 2008, continue to assure that the method of allocation of WIC resources are in compliance with federal reporting and applicable to principles of cost allocations.

ACTIVITIES:

- 1) Continue to monitor and assure appropriate costs are charged to the WIC grant and that program costs are fairly shared in integrated systems.
- 2) Continue to work with Office of Community Health Services to review and monitor time study data for sound, effective, and appropriate management practices through the management evaluation process.

Progress: On-going - in the past year the Department of Health has changed its time study system. It is still 100% but there are not as many options to choose from as far as coding requirements. We are in the process of monitoring this new process.

OBJECTIVE 6.2

By September 30, 2008, continue pursuing additional cost saving measures and monitoring current measures.

ACTIVITIES:

- 1) Continue to monitor current cost-savings measures and analyze for effectiveness.
- 2) Continue to assess cost saving measures of NSA funds.

Progress: These are ongoing. Monitored on a monthly basis.

FOOD FUNDS MANAGEMENT

GOAL 7: TO MAINTAIN INTEGRITY OF MANAGEMENT OF FOOD FUNDS WITHIN BUDGET ALLOTMENTS AND TO ENHANCE QUALITY ASSURANCE AND COMPLIANCE OF POLICIES IN THE FOOD DELIVERY COMPONENT THROUGH PROPER ADMINISTRATION OVERSIGHT AND EDUCATION TO STAFF AND PARTICIPANTS AND RETAILERS.

OBJECTIVE 7.1

By September 30, 2008, utilize the computer system to efficiently monitor food packages costs for use in the selection of acceptable foods.

ACTIVITIES:

- 1) Continue to track specified food costs and expenditures through retailer price lists, cost per participant, projections, etc. in determining caseload management with food funds to allow for food package management and changes as necessary.

Progress - Ongoing

- 2) Continue to gather data for more accurate review and analysis of cost and availability of WIC acceptable foods using system output reports and retailer surveys.

Progress - Ongoing

- 3) Assure equity among vendors with new cost containment regulations.
Progress – Completed will review every 3 years as required in federal regulation.

OBJECTIVE 7.2

By September 30, 2008, continue to monitor accountability and efficient means of food instrument issuance.

ACTIVITIES:

- 1) Continue to look for ways to improve or develop system output reports to ensure 100% accountability of all issued food instruments and special formula.
Progress - Ongoing
- 2) Review and improve criteria used to detect potential dual participation within Local Agencies.
Progress - Ongoing
- 3) Continue to complete buys throughout contract period to assure compliance with selection criteria and pricing limitations.
Progress - Ongoing

CASELOAD MANAGEMENT

GOAL 8: TO ENSURE PROGRAM BENEFITS ARE PROVIDED TO ELIGIBLE PERSONS MOST IN NEED.

OBJECTIVE 8.1

By September 30, 2008, Review current strategies for caseload management.

ACTIVITIES:

- 1) Utilize data collected from Management Evaluations and Nutrition Education and Marketing Plans to determine individual county needs for outreach and marketing to develop staff training for more efficient and effective case management practices.
Progress - Ongoing.
- 2) Review with Community Health Services current strategies used to determine staffing and caseload increase/decrease and time intervals reviewed.
Progress - Ongoing.

OBJECTIVE 8.2

By September 30, 2008, enhance outreach policies in an attempt to reach target audiences and potential eligible in all counties to increase caseloads.

ACTIVITIES:

- 1) Continue to disseminate, on the State level, WIC flyers to Food Stamps, TANF, CHIP, Medicaid recipients, migrants, higher education, technology schools & other DOH Programs.
Progress - Ongoing.

- 2) Continue to market WIC on the Local Agency level, utilizing the Local Agency and State Needs Assessments developed annually for the Nutrition Education and Marketing Plans.
Progress - Ongoing.
- 3) Coordinate and implement emotion based posters specific to women, infants and children to disseminate on the Local Agency level marketing the WIC Program.
Progress - Ongoing. Posters address nutrition and outreach for WIC.
- 4) Utilize DOH website for marketing the WIC Program and allowing for easily accessible information.
Progress - Ongoing.

ELIGIBILITY/CERTIFICATION AND COORDINATION OF SERVICES

GOAL 9: TO ASSURE DETERMINATION OF ELIGIBILITY AND PROVISION OF BENEFITS ARE DELIVERED EFFICIENTLY, APPROPRIATELY, AND CONVENIENTLY TO THE PARTICIPANT AND TO ENHANCE COORDINATION OF ACTIVITIES WITH OTHER HEALTH SERVICES.

OBJECTIVE 9.1

By September 30, 2008, continue coordination and collaboration with other community-based health services and State/Federal agencies.

ACTIVITIES:

- 1) Continue to coordinate with the DOH Immunization program, Disease Prevention, and Medicaid/CHIP program to maintain or improve referrals between programs and for the health protection of the participants served.
Progress - Ongoing.
- 2) Continue referral and eligibility coordination with Maternal and Child Health, Bright Start, Baby Care, Children's Special Health Services, Newborn Metabolic Program, Family Planning and Headstart/Early Headstart. Continue to coordinate joint projects when possible.
Progress - Ongoing.

OBJECTIVE 9.2

By September 30, 2008, continue collaborative efforts between the Tribal Indian WIC Agencies and the SD WIC program.

ACTIVITIES:

- 1) Continue collaborative efforts in sharing information to detect and prevent dual participation.
- 2) Continue ongoing networking between these entities to enhance services to citizens of the state in overlapping areas that may include working together on special projects including both WIC and ITO staff.
- 3) Continue to collaborate jointly on policies and procedures and implementation of new federal regulations.
Progress: Ongoing: we have agreements with six tribal organizations and six surrounding states.

OBJECTIVE 9.3

By September 30, 2008, continue to utilize current program misuse policies to ensure program integrity.

ACTIVITIES:

- 1) Streamline policy to clarify and make simpler for Local Agency staff to report misuse.
- 2) Continue to summarize the frequency and types of misuse being reported to decrease misuse.
- 3) Continue to educate participants, staff & retailers regarding requirements of the program to deter fraud & abuse.

Progress: Ongoing: policy has been updated to address timeframes in misuse so follow-up is done immediately; a quarterly report has been created to notify Regional Managers of misuse reports from their areas for their information and any additional follow-up.